

# Steve Light

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## Profile

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AI engineer, relentless builder and problem solver with a foundation in enterprise web platforms, CRM and digital optimisation. Designs and ships multi-agent pipelines, vector search systems, and full-stack AI tools in Python, Node.js and React. Currently building production-grade applications that integrate large language models, vector databases, payment systems and multi-agent orchestration, backed by a decade of high-quality experimentation and CRM delivery at enterprise scale.

## Professional Experience

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### Digital Optimisation Executive | Dyson, Malmesbury

May 2021 – Present

- Delivered experimentation improvements through A/B and multivariate testing across global customer journeys, from ideation and market analysis through to actionable recommendations.
- Built, customised and deployed test variations using JavaScript, HTML and CSS for accurate experimentation setup.
- Created and rolled out a global results library in Power Apps, standardising how experimentation outcomes are captured and shared across markets.
- Developed multiple Copilot agents to support test ideation, market analysis and internal workflow automation.
- Used AEM CMS daily, including Experience Fragments and DAM governance, ensuring scalable content across markets.
- Collaborated with analysts, UX designers, Product Owners and regional CRM teams to deliver accurate test implementations.
- Maintained test quality during in-flight experimentation and contributed to improving global optimisation workflows.

### CRM Developer | Dyson, Malmesbury

Oct 2018 – May 2021

- Developed and maintained a modular MJML component system of 50+ reusable modules, improving CRM production efficiency.
- Built emails, onboarding journeys, interactive modules and campaign content aligned to global timings.
- Provided technical support for global markets, including troubleshooting and platform documentation for Salesforce Marketing Cloud.
- Collaborated with Creative, Product Owners, RDD and Commercial teams to deliver omnichannel CRM and app experiences.

### Platform Specialist | Dyson, Malmesbury

Oct 2016 – Oct 2018

- Supported and delivered 52-market rollout of responsive AEM platform.
- Delivered third-party retail development tasks in XML and coordinated project workflows using JIRA.
- Sub-team lead for functional and system page builds and testing.
- Trained new employees and produced best-practice documentation.

## Web Developer / Director | Self-employed, London & Swindon

2008 – 2016

- Developed bespoke WordPress sites and custom web solutions for small businesses across multiple sectors.
- Delivered online and face-to-face training seminars on web technologies.

## Senior Technical Helpdesk Advisor | BT Business & Fujitsu, Bristol

June 2006 – 2007

- Supported BT business customers and Lloyds Banking staff with urgent IT issues.

## Junior Project Manager / CMS | Duke Interactive, London

Jan 2006 – June 2006

- Supported UK Director and Head PM for French agency startup and coordinated creative campaigns.
- Managed CMS operations for Nissan GB.

## Selected Projects

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### AI Document Analysis Platform | AI-Powered Insurance Document Analysis

Full-stack SaaS: React, Node.js/Express, Supabase, Stripe payments, Claude API. JWT auth, rate limiting, row-level security. Deployed to production with PM2.

### BTC Control Engine | Quantitative Portfolio Decision System

Python/FastAPI decision engine: HMM regime inference, constrained optimisation, layered risk checks. 408 automated tests, walk-forward backtesting on real market data.

### AI Signal Desk | News Intelligence Platform

Automated news ingestion and AI event extraction. Signal scoring (0–100) across eight quality factors. Next.js, Python pipeline, PostgreSQL, Prisma ORM.

### Brand DNA Image Generator | Multi-Agent AI Pipeline

LangGraph-orchestrated pipeline: brand guideline parsing, prompt engineering, GPT-Image-1 generation, dual-model scoring (GPT-4o + Claude), automatic regeneration loops.

### Swindo.co.uk | Family Discovery Platform

Next.js 15, TypeScript, Prisma, PostgreSQL. 11 event source adapters, advanced filtering, Leaflet mapping, newsletter system, schema.org structured data.

### Multi-Venue Intelligence Platform | Hospitality AI Tool

React + FastAPI + ChromaDB vector search for 300+ venues. Parameterised web scrapers, region-aware data, natural-language querying.

### YouTube Automation Engine | Multi-Channel Content Pipeline

Auto-upload pipeline: monitors Google Drive, runs Whisper transcription, Gemini for SEO metadata, Runware for thumbnails, uploads as private with 24h delayed publish, Telegram alerts, auto-cleanup. Also produces AI art/music videos via Suno, ElevenLabs, and FFmpeg with Ken Burns effects.

### Open Brain — AI-Powered Second Brain

Persistent knowledge system capturing thoughts from Telegram, CLI, and AI chat exports. Hybrid search (vector + full-text + recency). Node.js, PostgreSQL + pgvector, Supabase, MCP server for Claude Desktop.

## Skills

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**Languages & Frameworks:** HTML5, CSS3, JavaScript, TypeScript, Python, SQL, React, Next.js, Node.js, FastAPI, Express, Tailwind CSS

**AI & Automation:** Claude API, OpenAI API, LangGraph, Prompt Engineering, Multi-Agent Systems, ChromaDB, pgvector, Prisma ORM, PostgreSQL, Supabase, MCP

**CRM & Marketing:** Salesforce Marketing Cloud, MJML, AMPscript, Adobe Target, Adobe Analytics, Google Analytics

**Platforms & Tools:** AEM, WordPress, Docker, PM2, Nginx, Git, JIRA, Playwright, Vite, AWS, Google Cloud, Cloudflare, Hostinger VPS

## Education

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**SAP Hybris: Functional Analyst** | Jan 2017

**SSE School for Social Entrepreneurs** | May 2011

**Foundation in BSc Psychology** | London Metropolitan University, 2010

**HND Multimedia (Merit)** | Swindon College, 2003

**GNVQ Art & Design (Merit)** | St John's School, Marlborough, 2001

**GCSEs: 6 × A–C** | St John's School, Marlborough, 1998